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62.19

Piedmont Plants

for 1944



Piedmont Plant Co.
ALBANY, GA.



PRODUCE MORE UNRATED FOOD

Last year Victory Gardeners did a splendid job in relieving the food shortage. Millions of tons of health giving food was produced, and many people canned a good supply of ration free food for the winter. Regardless of how soon the war ends there will be a shortage of food for another year. We urge you to make greater efforts this year to grow all the food you can.

We wish to apologize to those of our good customers E. P. DuVernet who were delayed in getting their order, or whom we were unable to supply. Last year we were faced with an enormous demand for plants, due to food rationing and greater interest in food production. With the shortage of help and material we did the best we could. We are making every effort this year to produce the plants you need.

The price of plants has advanced, but not as much as most items used in plant production. The present cost of seed is four to five times what it used to be, and other costs are more than double. At this writing there is no ceiling on the price of plants, but if a ceiling should be established our prices will be in line. Therefore, due to these unsettled conditions, prices quoted here are subject to change.

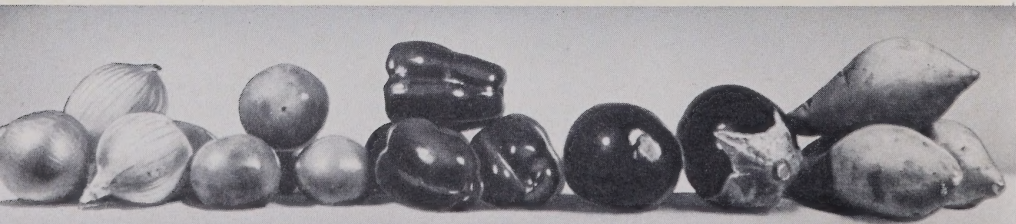
With best wishes for a successful garden in 1944, we are

Yours very truly,

PIEDMONT PLANT CO.

By

E. P. DuVernet





Field of Frost-Proof Cabbage Plants

PIEDMONT FIELD-GROWN PLANTS

The market gardener who grows vegetables for early market knows how important it is to get crops on the market early, if large profits are to be realized. The home gardener also wants early vegetables. To get an early start it is necessary to grow seedlings in hot beds, transplanting them to cold frames to harden. The best and cheapest solution to the problem is to set Piedmont Field Grown Plants.

We offer in this catalog a line of high grade Field Grown Vegetable Plants for early setting which we guarantee to give satisfaction. The business of growing and shipping vegetable plants has developed tremendously in the past 20 years. Hundreds of millions of plants are shipped annually to truckers, market gardeners, and home gardeners, who find it more profitable to buy plants than to attempt to grow them.

QUALITY IN PLANTS

SUITABLE CLIMATE NECESSARY. In the middle south the climate is adapted to growing plants in the open, which are hardy enough to set in the open farther north. Our farms are located where there is enough cold weather to grow plants hardy enough to set in the open field.

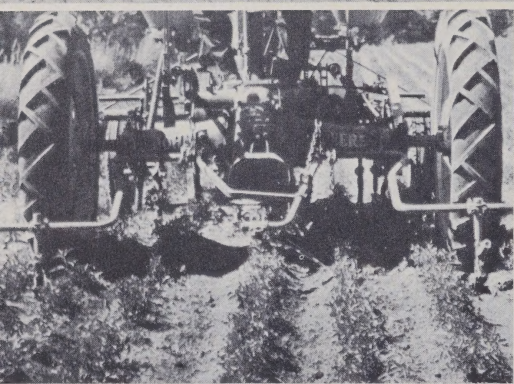
SELECTED PLANTS. Piedmont Plants are grown from high grade seed, and will be found true to type and variety. Our plants are hand selected, and are large enough to set in the field. No small, inferior, trashy plants shipped. We ship you the kind you order, properly labeled, and full count guaranteed.

SATISFACTORY DELIVERY. Some people hesitate to order plants from a distance, because they are afraid that tender plants cannot be delivered in good condition. We have shipped our plants successfully for many years all over the United States. We have satisfied customers in every state. We guarantee to deliver the plants you order in perfect condition. If you are not satisfied on delivery, we will replace your order.



SEED and PLANTING

Our seed is planted with high speed tractor drills with disease free land. We use the best seed available, certified where possible. Cabbage seed is grown for us by Ferry Morse Seed Co. Tomato seed is certified free from disease and true to variety by the states of New Jersey and Indiana.



CULTIVATION

Our plants are given every care and attention during growth so as to insure large, healthy, deep rooted plants. Illustration shows tractor cultivator cultivating a field of tomato plants.



INSECTS and DISEASE

In order to ship clean plants, free from insects and disease, we use the latest and most improved spraying, dusting and fumigating equipment. Illustration shows a power duster in a field of cabbage plants.

IRRIGATION

As an insurance against drought we are prepared to irrigate our plant fields. Illustration shows portable irrigation on seed beds just planted.





Our Plants are Hand Selected

REAL FROST-PROOF CABBAGE PLANTS

The Frostproof Cabbage Plant has become so well known that it is hardly necessary to point out its advantages.

On our farms the soil and climate are especially adapted to the growing of hardy, tough, healthy cabbage plants. The plants make a slow growth during the early part of the winter and spring, and soon become very tough and hardy. They will stand a temperature of 20 degrees above zero without injury and can be shipped to territory with a colder climate. Light snows, sleet, and moderate freezes will not hurt them, and they can be set in the open four to six weeks earlier than hotbed plants. The top of the plant does not grow, but the root becomes established, enabling the plant to make a rapid start, and mature headed cabbage two or three weeks earlier.

Piedmont Field-grown Frostproof Cabbage Plants will produce bumper crops early enough to get top prices.

VARIETIES

EARLY JERSEY WAKEFIELD—
65 days from plants. Many market gardeners consider this the best early cabbage in cultivation. The head is pointed in shape, medium size, and is white, solid and tender. Plants ready Jan. 1 to June.

CHARLESTON WAKEFIELD—
75 days from plants. This is a selection from the Early Jersey Wakefield, a week to ten days later, but makes a much larger head. It stands pre-eminent as the best spring cabbage for the South. The heads are pointed and large in size for an early cabbage. Plants ready Jan. 1st to June.





GOLDEN ACRE—65 days from plants. An extra early Copenhagen Market with a smaller head, but matures a little earlier. Heads are round and solid. Plants ready Jan. 1st to July.



COPENHAGEN MARKET — 70 days from plants. This is the earliest of the round headed varieties, and produces larger heads than any cabbage equally as early. The heads are heavy in weight, ball shaped, solid and firm, fine texture, and splendid quality. Plants ready Jan. 1 to June.

EARLY FLAT DUTCH—85 days from plants. A medium early variety, excellent for shipping and kraut. The heads are very solid and distinctly flattened on top, large in size, and excellent quality. Plants ready Jan. 1 to June.

EARLY ROUND DUTCH — 75 days from plants. An early round headed variety producing round firm heads similar to Copenhagen Market, but hardier and produces better under adverse conditions. Plants ready January to June.

MARION MARKET—74 days from plants. A Yellows or wilt-resistant type of Copenhagen Market. Same shape head as Copenhagen, but will make a crop on land infested with yellows disease where ordinary varieties fail. Plants ready March to June.

PRICES ON CABBAGE PLANTS

Cabbage tied 50 to bundle. Shipping weight 18 lbs. to 1000 plants.

BY PARCEL POST

Postage Prepaid

200 Plants for	\$1.00
500 Plants for	2.00
1000 Plants for	3.75

BY EXPRESS

Transportation Charges Collect

1,000 to 4,000 at	\$3.25 per M
5,000 to 9,000 at	3.10 per M
10,000 and over at	3.00 per M



Onion Plants Showing Large Stalks and Healthy Roots

FROST-PROOF ONION PLANTS

Southern grown onion plants are no longer an experiment. Large quantities are set out every year, and they are rapidly displacing sets. They will grow large, sweet onions early, and are good keepers. They produce onions two to three times larger than sets, and seldom run to seed. They can be set early, the same time you would put out sets or cabbage plants. Therefore we strongly advise you to use our plants instead of sets, whether for the market or home use. Piedmont Onion Plants are grown from the very best seed, and will be found true to name. Ready Jan. 1st to July.

VARIETIES

YELLOW BERMUDA. The most popular and widely planted of the Bermuda varieties. It is sometimes called the White Bermuda although it is a light yellow or straw color. This is a thin flat shaped onion, and very sweet; many people eat them like an apple.

CRYSTAL WAX BERMUDA. One of the most attractive onions grown. It is clear, waxy white onion, and has the same delightful mild flavor as the Yellow Bermuda. It is the same shape as the Yellow Bermuda.

VALENCIA or SWEET SPANISH. A globe shaped onion, light yellow in color, and grows as large as the Prizetaker. It is mild in flavor, a good yielder and a splendid keeper.

PRICES ON ONION PLANTS

Onion plants tied 100 to bundle. Shipping weight 7 lbs. to 1000 plants.

BY PARCEL POST

Postage Prepaid

200 Plants for	\$1.00
500 Plants for	2.00
1000 Plants for	3.75

BY EXPRESS

Transportation Charges Collect

1,000 to 4,000 at	\$2.50 per M
5,000 to 9,000 at	2.25 per M
10,000 and over at	2.00 per M



PIEDMONT LETTUCE PLANTS

While not quite so hardy as cabbage and onion plants, our Lettuce plants will stand considerable frost and cold weather. Good head lettuce can be grown in the home garden. Set out some of our plants this year instead of buying your lettuce. Set out at about the same time as cabbage. Plants ready Jan. 1st to June. Shipping weight 18 lbs. per 1000 plants.

VARIETIES: Iceberg, Imperial 847.

PRICES: My Mail Postpaid — 50 for 75¢; 100 for \$1.00; 500 for \$3.00; 1000 for \$4.50. By Express Collect — 1000 to 4000 at \$4.00 per 1000; 5000 to 9000 at \$3.75 per 1000; 10,000 and over at \$3.50 per 1000.



PIEDMONT BROCCOLI PLANTS

Ready April and May — Calabrese Improved, Green Sprouting. A delicious vegetable, steadily gaining in favor. Similar to cauliflower, but hardier. Shipping weight 18 lbs per 1000 plants.

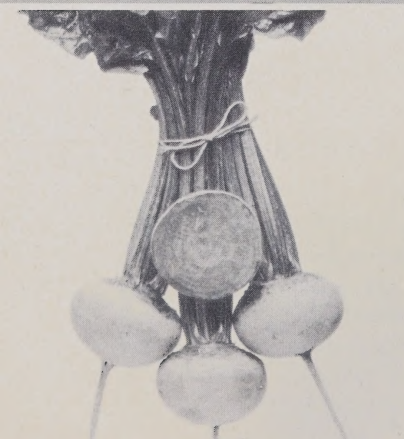
PRICES: By Mail Postpaid — 50 for 75¢; 100 for \$1.00; 500 for \$3.00; 1000 for \$4.50. By Express Collect — 1000 to 4000 at \$4.00 per 1000; 5000 to 9000 at \$3.75 per 1000; 10,000 and over at \$3.50 per 1000.



PIEDMONT CAULIFLOWER PLANTS

Ready April and May. Our cauliflower plants are hardy and may be set earlier than home grown plants. Variety: Early Snowball, best and most widely used variety.

PRICES: By Mail Postpaid — 50 for \$1.00; 100 for \$1.50; 500 for \$7.00; 1000 for \$12.00. By Express Collect — 1000 to 4000 at \$11.00 per 1000; 5000 to 9000 at \$10.50 per 1000; 10,000 and over at \$10.00 per 1000.



PIEDMONT BEET PLANTS

Set our beet plants for early crop. Variety: Early Crosby Egyptian. Ready April and May. Shipping weight 18 lbs. per 1000 plants.

PRICES: By Mail Postpaid — 50 for 75¢; 100 for \$1.00; 500 for \$3.00; 1000 for \$4.50. By Express Collect — 1000 to 4000 at \$4.00 per 1000; 5000 to 9000 at \$3.75 per 1000; 10,000 and over at \$3.50 per 1000.

Date of Order_____19____

PIEDMONT PLANT COMPANY, Albany, Ga.

Gentlemen: I enclose herewith \$_____ for the
plants listed below, to be shipped by_____

(Parcel Post or Express)

Your Name _____ (Print Plainly)

Post Office _____

R. F. D. No. _____ Box No. _____ State _____

Express Office _____
(If Different from Post Office)

Give Date You Want Shipment Made_____

[illegible]

SUGGESTIONS TO CUSTOMERS

NAME, ADDRESS, ETC.—We wish to impress upon you the importance of writing your name and full address plainly. We cannot be responsible for delays due to incomplete local address. Give your R.F.D. or street address, and your express office if different from your postoffice.

ORDERING DIFFERENT VARIETIES OF PLANTS—If you order cabbage, onion, tomato plants, etc. at the same time, make your remittance to cover the quantity of each kind of plants you order at the prices quoted. Do not order a smaller quantity of a variety than the smallest amount listed. If you wish to make your order in advance for tomato, pepper, etc., at the same time you order cabbage and onion plants, you may do so by giving the date you wish the order shipped. Please do not ask us to change orders after they are booked for shipment.

SHIPPING—All transportation facilities are overloaded, and shipments do not move as fast as they used to. We advise that you try to make your orders not less than 500 plants as we find smaller shipments do not carry as well. If you cannot use so many plants, get your neighbor to join you in ordering. We advise express shipments in quantities of 2000 and over, smaller quantities are usually cheaper by mail.

TERMS—Plants are sold on a cash basis. Please make remittance by Post-office or Express Money Order, Bank Draft, Check, or Registered Letter. Due to shortage of help we have discontinued C.O.D. shipments, which take more time to handle.

PLANTING CHART

Kind of Plant	Hardiness to Cold	Width of Row	Distance in Row	No. Plants to Set 100 Ft.	No. Plants for 1 Acre
Cabbage Cauliflower Broccoli	Frost Proof	3 ft.	15 in.	80	11,000
Onion	Frost Proof	2 ft.	6 in.	200	45,000
Beet	Frost Proof	3 ft.	6 in.	200	30,000
Lettuce	Frost Proof	2 ft.	12 in.	100	20,000
Tomato	Frost Kill	4 ft.	36 in.	50	3,500
Pepper	Frost Kill	3 ft.	24 in.	50	7,500
Eggplant	Frost Kill	3 ft.	24 in.	50	7,500
Sweet Potato	Frost Kill	3 ft.	15 in.	80	11,000

PIEDMONT PLANT COMPANY, Albany, Ga.

(Parcel Post or Express)

(Print Plainly)

(If Different from Post Office)

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Pepper	Frost Kill	3 ft.	24 in.	50	7,500
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Sweet Potato	Frost Kill	3 ft.	15 in.	80	11,000



Marglobe Tomato

PIEDMONT FIELD-GROWN TOMATO PLANTS

During the past five years there has been a tremendous increase in the use of Southern field-grown tomato plants. They have proven to be the most satisfactory and economical solution of the tomato plant problem in the north both for large canning factories and home gardeners.

Piedmont Field-Grown Tomato Plants are grown in the open field where they are acclimated to outdoor temperature, which enables them to be set in the open field. They are not frostproof as it is impossible to grow frostproof tomato plants. However, they are not like the tender seedlings you get from a greenhouse, but are large, stalky plants, hardy enough to make a quicker start than greenhouse plants.

Our field-grown tomato plants are grown from the best certified seed, which is disinfected before planting on disease free land. They are thoroughly sprayed by high pressure sprayers from the time they come up. This insures you true to name, disease free plants.

Our plants are carefully selected in the field as they are pulled one at a time. Each plant has a well developed root system. Many people think tomato plants are too tender a plant to ship long distances successfully. However, the way we wrap them with damp moss and paper, and pack them in special crates, we can deliver them in good condition anywhere east of the Rockies.

VARIETIES






BONNY BEST. A fine variety for early market and home garden. Vines are vigorous and fruit bright scarlet in color, and uniform in ripening.

PRITCHARD or SCARLET TOPPER. A wilt resistant variety similar to the Marglobe but earlier. It is disease resistant and very productive. The fruit is scarlet, large, smooth and globular in shape.

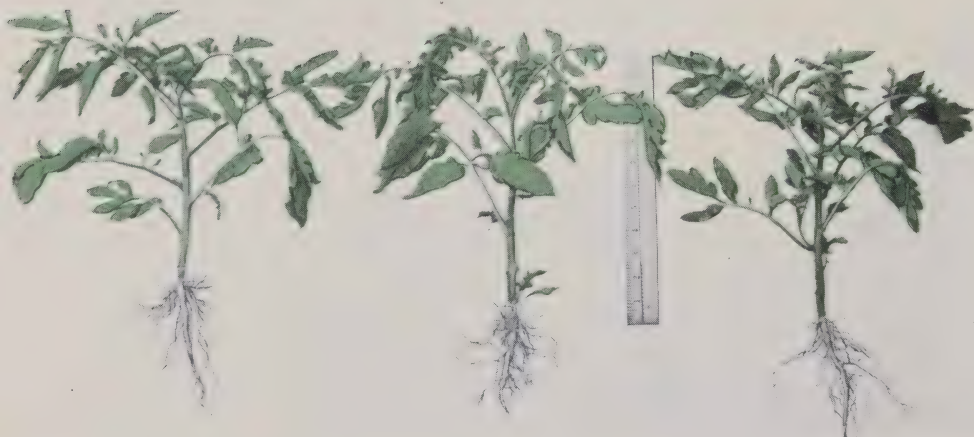
MARGLOBE. Wilt resistant tomato developed by U. S. Department of Agriculture. Fruit medium size, smooth and solid; globe shape, scarlet color, good shipper. Has become very popular for main crop.

RUTGERS. A new wilt resistant variety rapidly coming into favor in the eastern canning sections. Similar to the Marglobe in many characteristics, it produces slightly larger fruit and more foliage. Scarlet in color, it ripens from the inside out.

GREATER BALTIMORE. A mid-season variety, very popular for main crop and canning. Probably more of this variety used by large canners than any other variety. Very dependable, producing extra heavy crop of large firm tomatoes.

Days to Harvest	Shape of Fruit
70	
73	
77	
80	
82	

Start your tomato crop right with **PIEDMONT FIELD-GROWN PLANTS.** Ready April, May and June.



We Select Stocky Tomato Plants with Large Stalks and Well Developed Root Systems



Field Tomato Plants

PRICES ON FIELD-GROWN TOMATO PLANTS

Tomato plants wrapped 50 to bundle.
Shipping weight 25 lbs. to 1000 plants.

BY PARCEL POST

Postage Prepaid

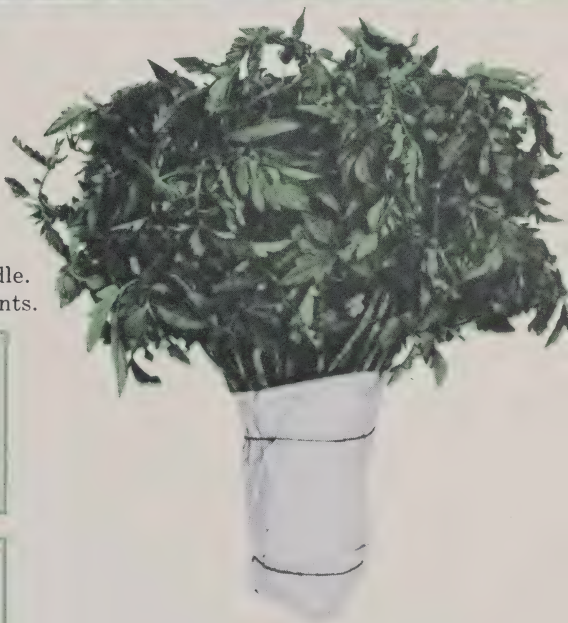
50 Plants for	\$.75
100 Plants for	1.00
500 Plants for	3.00
1000 Plants for	4.50

BY EXPRESS

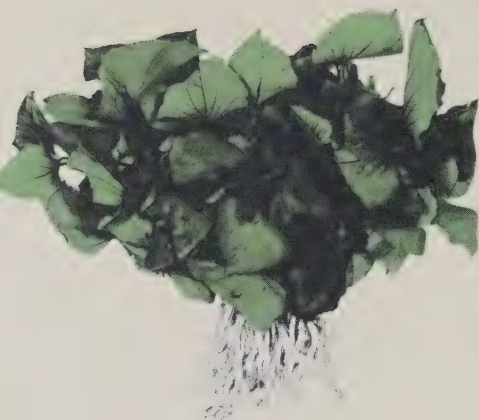
Transportation Charges Collect

1,000 to 4,000 Plants	\$3.50 per M
5,000 to 9,000 Plants	3.25 per M
10,000 Plants and over ..	3.00 per M

Write for Prices on Large Lots



Each Bunch of 50
Plants Carefully
Wrapped in Damp
Moss and Paper.
We Guarantee Satis-
sfactory Delivery.



Bunch of Potato Plants

SWEET POTATO PLANTS

Our Potato Plants are grown from selected seed stock grown on our own farms. They are treated for all kinds of disease, and are government inspected. Our customers are therefore protected from the many kinds of potato plant diseases which are becoming so prevalent throughout the South.

Variety: Porto Rico — This is a southern Yam potato with rich, deep yellow meat, sweet and juicy. It is the most popular of the yam potatoes, and is an enormous yielder. It can be grown successfully in many sections of the North, and we recommend it to those who have never tried the southern yam. Ready April, May and June.

HOW TO GROW SWEET POTATOES: A warm, well drained, sandy loam is the best land for sweet potatoes. After plowing and harrowing thoroughly, lay off rows 3 feet apart and drill 500 to 1,000 pounds of commercial fertilizer, containing plenty of potash but not much nitrogen. List on the fertilizer, and knock off the top of the ridge. Set the plants 15 inches apart. Cultivate thoroughly until the vines begin to run. Harvest when mature or when frost kills the vines. Store in a warm cellar or building where the temperature does not go below 50 degrees.

PRICES ON POTATO PLANTS

Potato plants wrapped 50 to bundle.
Shipping weight 16 lbs. to 1000 plants.

BY PARCEL POST

Postage Prepaid

50 Plants for	\$.75
100 Plants for	1.00
500 Plants for	3.00
1000 Plants for	4.50

BY EXPRESS

Transportation Charges Collect

1,000 to 4,000 Plants	\$4.00 per M
5,000 to 9,000 Plants	3.75 per M
10,000 Plants and over ..	3.50 per M

PIEDMONT PEPPER PLANTS

Our Pepper Plants, like tomato plants, are suitable for setting in the open field after danger of frost is over. Our plants are field-grown, and therefore more hardy than hotbed plants. Set these plants instead of trying to grow pepper from seed, and you will be surer of an early crop. Ready April, May and June.

VARIETIES

CALIFORNIA WONDER. 75 days from plants. The outstanding sweet variety for market gardeners and shipping. Fruits four lobed and chunky, large size; flesh thicker than any other variety, sweet and mild.

HOT VARIETIES

HUNGARIAN YELLOW WAX. 65 days from plants. A first early hot variety for market gardeners and canners. Fruits slender and tapering, color waxy yellow changing to bright crimson at maturity.

LONG RED CAYENNE. 70 days from plants. A favorite hot variety. Fruits long and tapering.

Pepper plants wrapped 50 to bundle. Shipping weight 15 lbs. to 1000 plants.



Pepper Plants
Wrapped for
Shipment.

PRICES BY MAIL, POSTPAID

50 Plants for	\$.75
100 Plants for	1.00
500 Plants for	3.00
1000 Plants for	4.50

PRICES BY EXPRESS, COLLECT

	Per 1000
1,000 to 4,000 Plants	\$4.00
5,000 to 9,000 Plants	3.75
10,000 Plants and Over	3.50

PIEDMONT EGGPLANT PLANTS

Like the tomato and pepper plants, our Eggplant Plants are field-grown, and have the same advantages over trying to grow eggplant from seed. We can supply you with large, healthy plants with well developed root systems. Ready April, May and June.

BLACK BEAUTY. 80 days from plants. The best all around variety for home gardeners and truckers. Fruit large egg shaped, dark purple in color, and hold up well after picking.

Eggplant plants wrapped 50 to bundle. Shipping weight 15 lbs. to 1000 plants.



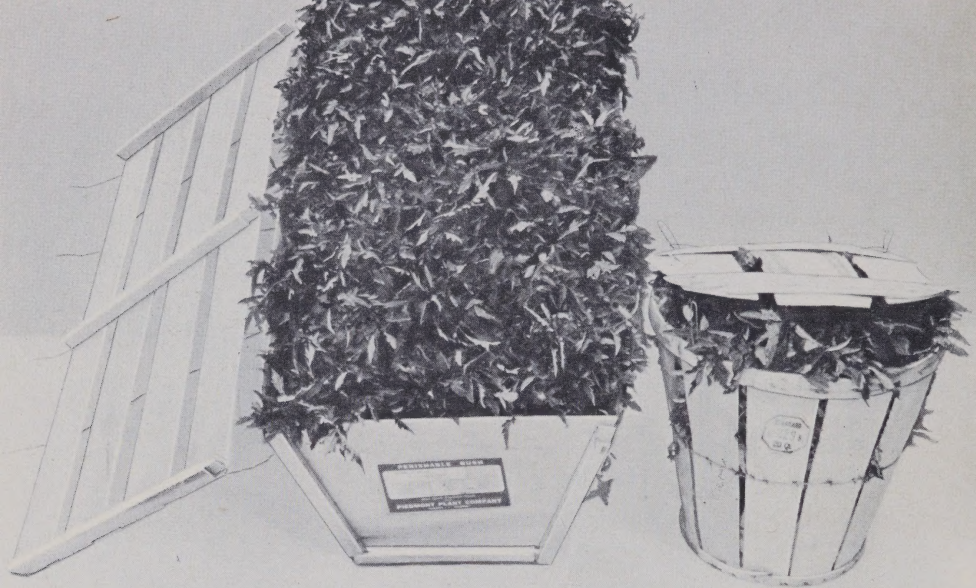
Eggplant
Plant

PRICES BY MAIL, POSTPAID

50 Plants for	\$.75
100 Plants for	1.00
500 Plants for	3.00
1000 Plants for	4.50

PRICES BY EXPRESS, COLLECT

	Per 1000
1,000 to 4,000 Plants	\$4.00
5,000 to 9,000 Plants	3.75
10,000 Plants and Over	3.50



PACKING and SHIPPING

Our plants are carefully packed in light, wire bound, wood veneer crates, as shown in the illustration. From long experience we find these crates are much superior to any other kind of container. They will stand rough handling, will not crush in like paper boxes, and are so ventilated as to deliver the plants to you in perfect condition. All plants are tied in bunches of 50, the tops are ventilated and the roots protected from exposure to the air. We guarantee to deliver plants anywhere in the United States, East of Rocky Mountains.

CARE of PLANTS on ARRIVAL

As soon as your plants come, take them out of the crates and set them out. If not ready to set, trench them out, keeping the tops dry and the roots moist, and they will keep for a reasonable time.





Field of Frost-Proof Onion Plants

Our Guarantee

We guarantee our plants to be exactly as described in this catalog, grown from the best seed obtainable, true to name, hand selected, varieties labeled and carefully packed.

We guarantee to ship your order promptly, and deliver the plants to you in perfect condition. If you are not satisfied on receipt of order, we will replace free of charge, or refund your money, provided you notify us within 10 days after receipt.

We send you only the highest quality plants, and gladly stand back of them. However, weather, soil, and care also influence crops, so in no case shall we be responsible for any amount beyond the purchase price.

TESTIMONIAL LETTERS

I feel I owe you people a vote of thanks for the plants which you shipped April 30. The tomatoes, cabbage, onions and pepper are going great guns, and despite the very late season, have come through 100 per cent. In the case of the peppers we had to "heel" them in for ten days, yet when we put them out in the garden they started in to really grow.—H. G. McCoy, Malvern, Pa.

Received my tomato plants today. They arrived in first class order. I am very much pleased with them.—Geo. W. David, Ronkonkoma, N. Y.

Please send me your 1944 catalog for Piedmont Plants as soon as it comes off the press. I had wonderful results with my 1943 order. You sure know how to raise plants. The tomato, lettuce, cabbage, pepper, eggplants, onions, were all good.—Charles J. Grey, Bronx, New York.

The plants I ordered to come have arrived, and are doing nicely considering the weather we have been having. I always have had nice plants from you in the past.—Clarence E. Benjamin, Plainfield, Conn.



PIEDMONT PLANTS PRODUCE

LITHO IN U.S.A.